



Phases of the Market

Real Bulls Trading Academy



Phases of the Market

The phases of the stock market refer to distinct periods that reflect the market's overall behavior, trends, and investor sentiment. These phases are cyclical and generally include the following:



PHASE 1: ACCUMULATION

SUPPLY = **DEMAND**
(SELLERS) (BUYERS)

OVERVIEW

Occurs after a market downturn or bear market, often marking the bottom.

CHARACTERISTICS:

- Stock prices stabilize and stop falling.
- Market sentiment is highly pessimistic; only savvy or long-term investors buy.
- Trading volumes may remain low.
- The economy shows early signs of recovery.

INVESTOR FOCUS:

Smart money (institutions and experienced investors) begins to accumulate undervalued stocks.



PHASE 2: MARKUP

SUPPLY < **DEMAND**
(SELLERS) (BUYERS)

OVERVIEW

The market enters a bullish trend as prices rise consistently.

CHARACTERISTICS:

- Improved economic indicators and corporate earnings.
- Increased optimism and growing market participation.
- Stock prices rise steadily, with periodic pullbacks.
- Trading volumes increase as confidence builds.

INVESTOR FOCUS:

Retail investors often join, driving further demand.



PHASE 3: DISTRIBUTION

SUPPLY = **DEMAND**
(SELLERS) (BUYERS)

OVERVIEW

Marks the peak of the market cycle when stocks become overvalued.

CHARACTERISTICS:

- Mixed sentiment: optimism coexists with caution.
- Increased trading volumes and price volatility.
- Market sentiment begins to shift as early investors take profits.

INVESTOR FOCUS:

Savvy investors sell or reduce exposure, while less experienced investors buy near the top.



PHASE 4: MARKDOWN

SUPPLY > **DEMAND**
(SELLERS) (BUYERS)

OVERVIEW

The market experiences a bearish trend with falling stock prices.

CHARACTERISTICS:

- Negative sentiment dominates, with widespread fear and panic.
- Corporate earnings decline, and economic conditions worsen.
- Trading volumes may spike due to panic selling.

INVESTOR FOCUS:

Risk-averse investors exit the market, while some wait for the next accumulation phase.



How These Phases Form a Cycle

The market moves through these phases in cycles influenced by economic conditions, corporate performance, and investor psychology. Recognizing these phases helps investors identify opportunities and manage risks effectively.

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